In an interview, Iwata, President and CEO of VS Technology Co., Ltd. explains why Japanese manufacturing is so competitive against overseas competitors.

Title: Japan's Next Wave of Centennial Heroes Builds the Future

At lens and lighting VS Technology Co., Ltd. innovation is at the heart of its future plans. "Our advantage is that we have more specialized knowledge and understanding of client needs and we are able to provide complete solutions that take this into consideration, both regarding R&D (research and development) and sales," said President Kazuari Iwata. "If we can conduct product development in-house, we try to do so. However, if not, then we look to outside partners who can supply us with technology. How we meet the needs of the client is the main issue, and we look for any way possible to achieve this," he said.

The Digital version can be founded on page 42.

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